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1/14/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 12

BETHESDA MD 20814
4520 EAST-WEST HWY
COVGRESSNL INFO SRV **SAMPLE
SRI ACJ
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56th Year 1987
INTV wraps up in L.A.

Vol. 112 No. 2

Broadcasting Jan 12

Coverage from INTV □ A look ahead to NATPE
WTTV(TV) Indianapolis files for bankruptcy
High-definition television on display in Washington

INTV CONFAB □ At independent television station gathering in Los Angeles, MPAA's Valenti sounds recurring theme of convention: more competition for cable industry. Gibbs discusses study on commercial availabilities. **PAGE 59.**

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'Wheel' on Cassandra roll

'Winfrey' and 'Donahue' run neck-and-neck in daytime in November Nielsens; 'Small Wonder' tops in first-run sitcoms

The Nielsen Cassandra rankings for November 1986 released last week reveal a familiar tale: *Wheel of Fortune* and *Jeopardy* continue as the two most popular syndicated programs. *Wheel* scored a 19.3/33 share in 199 markets, a slight ratings increase over November 1985, when it scored an 18.5/32. *Jeopardy* also showed an increase, scoring a 12.3/26 in 189 markets in November 1986, up from last year's 11.2/24. *PM Magazine* (9.7/18 in 45 markets), *New Newlywed Game* (8.9/17, 181 markets) and *M*A*S*H* (8.7/19, 159 markets) rounded out the top five.

Among first-run sitcoms, *Small Wonder* continues to lead the pack as it did on the November 1985 Cassandra, although its numbers have dropped. It scored a 6.2/13 in 111 markets, versus November 1985's 7.4/15 in 60 markets. *9 to 5* scored a 5/10 in 63 markets in November 1986 to place second among first-run sitcoms, followed by *Mama's Family* (4.6/10, 138 markets), *Throb* (4.6/9, 133 markets), *What's Happening Now* (4.2/10, 85 markets), *Ted Knight Show* (4.1/9, 98 markets), *It's A Living* (3.9/9, 138 markets), *What a Country* (3.8/8, 85 markets), *That's My Mama* (3.6/8, 12 markets), *One Big Family* (3.4/7, 135 markets), *Gidget* (2.6/7, 113 markets) and *Check It Out* (1.7/6, 86 markets).

Facts of Life and the one-hour drama, *Magnum P.I.*, produced the best results among the off-network series entering syndication last fall. *Facts* scored a 6.5/13 in 104 markets to rank 19th overall. *Magnum* came in 20th with a 6.4/16 in 116 markets. The other network hour-long shows did not fare as well. *Fall Guy* scored a 3.1/8 in 67 markets while *Falcon Crest*, in 110 markets, registered a 1.1/5.

The *Oprah Winfrey Show* edged *Donahue* for the top daytime talk show, scoring a 7.7/31 in 131 markets versus *Donahue's* 7.6/29 in 181 markets. *Donahue's* rating, however, showed a marked increase from its November 1985 6.2/28 in 178 markets. In daytime, Monday through Friday, *Winfrey* had an 8 rating and 31 share, to *Donahue's* 7/32.

The ratings for children's animation programing continued to drop. *G.I. Joe* and *Thundercats* were first and second in November 1986, scoring a 3/9 in 131 markets and 3/10 in 132 markets, respectively. In November 1985, the two tied at 4/12 in 115 and 109 markets, respectively. *Jem*, which debuted last fall, ranked third, scoring a 2.8/12 in 117 markets. Among other top new animation shows debuting last fall, *Silverhawks*, in 103 markets, scored a 2.3/7, while *Ghostbusters* scored a 2.1/8 in 72 markets and *Rambo* a 1.6/7 in 66 markets.

Among women 25-54, the top shows were *Wheel* (12.0 rating), *Jeopardy* (7.6), *PM Magazine* (6.4), *New Newlywed Game* (6.2) and *Winfrey* (6.1). Among men 25-54, the top five shows were *Wheel* (8.5 rating), *M*A*S*H* (6.1), *The Best of National Geographic Specials* (5.2), *PM Magazine* (5.1) and *National Geographic* and *Southwest Conference Football* (5.0, tied).

Comedies ranked as the top five rated shows among teens, paced by *Facts of Life* (9.7 rating), *Diff'rent Strokes* (9.4), *Three's Company* (9.1), *Gimme a Break* (8.5) and *Silver Spoons* (7.9).

Many of those shows topped the list for children, 2-11, as *Diff'rent Strokes* scored a 10.2 rating, followed by *Small Wonder* (9.1), *World of Disney* (8.9), *Gimme a Break* (8.6) and *Facts of Life* (8.5).

Court room shows did well in November, taking the top three places in the general drama category. *People's Court* scored an 8.2/21 in 181 markets, followed by *Divorce Court* (5.9/18, 137 markets) and *Superior Court* (4.6/15, 109 markets). *The Judge* came in fifth with a 3.9/15 in 67 markets. Among movie review programs, *Siskel & Ebert & the Movies* scored a 2.6/10 in 138 markets while *At the Movies* scored a 2.0/7 in 88 markets.

Entertainment Tonight was down from last year's ratings, registering a 7.5/15 in 140 markets, down from November 1985, when it scored an 8.4/17 in 141 markets.

Hollywood Squares was the leading new game show, with a 7.2/17 in 134 markets. In other new game shows, *Card Sharks* scored a 6.6/16 in 35 markets, *The Dating Game* a 5.1/15 in 142 markets, *Crosswits* a 2.1/9 in 29 markets and *Strike it Rich* a 1.8/8 in 57 markets.

Nielsen reported that Fox's *Late Show Starring Joan Rivers* scored a 4 rating/9 share in its 93 markets during November 1986, to rank 12th among late night programs. *M*A*S*H* in 65 markets was first in the category, scoring an 8/23. *Nightlife with David Brenner*, in 96 markets, scored a 1.9/11. □

Cassandra syndicated program scoreboard

	No. of markets	Rating	Share	% coverage
Wheel of Fortune	199	19.3	33	99.6
Jeopardy	189	12.3	26	98.4
PM Magazine	45	9.7	18	36.6
New Newlywed Game	181	8.9	17	96.5
M*A*S*H	159	8.7	19	90.6
People's Court	181	8.2	21	95.3
Three's Company	143	7.9	18	84.7
Oprah Winfrey Show	131	7.7	31	89.3
Southwest Conference Football	19	7.7	25	7.4
Phil Donahue Show	181	7.6	29	97.9
National Geographic	47	7.6	15	27.4
Entertainment Tonight	140	7.5	15	87.6
Best of National Geographic	59	7.5	14	44.7
Hollywood Squares	134	7.2	17	86.1
ACC Football	18	7.1	24	10.0
Hee Haw	165	7.1	18	77.8
Big Spin	9	6.9	12	10.7
Card Sharks	35	6.6	16	35.0
Facts of Life	104	6.5	13	76.4
Magnum P.I.	116	6.4	16	77.5
Gimme a Break	103	6.2	13	81.0
Small Wonder	111	6.2	13	82.7
Benson	108	6.0	13	71.0
Diff'rent Strokes	127	6.0	14	83.2
Divorce Court	137	5.9	18	85.7
Jeffersons	96	5.6	13	63.7
God's Good News	5	5.4	17	2.2
Silver Spoons	29	5.4	11	29.4
Ellery Queen	6	5.3	14	9.1
$100,000 Pyramid	40	5.2	11	40.4
Too Close for Comfort	84	5.2	11	55.5
Fight Back	27	5.1	13	38.6
Dating Game	142	5.1	15	84.1
9 to 5	63	5.0	10	60.9
Hour Magazine	126	4.8	18	82.1
WKRP in Cincinnati	102	4.8	12	63.2
Barney Miller	92	4.7	14	56.4
Mama's Family	138	4.6	10	85.2
Superior Court	109	4.6	15	73.0
Throb	133	4.6	9	88.4

Early-bird news. On March 2, NBC News will launch *Before Hours*, an early morning 15-minute business program (Monday-Friday), which is a joint venture with the *The Wall Street Journal*. The show will contain a summary of the latest business reports and developments, global weather reports for travelling business people, and live interviews and commentaries with "business and financial leaders from anywhere in the world," said Gerry Solomon, executive producer of the new program, who will continue as executive producer of *NBC News at Sunrise*. There will also be live, daily reports from the *WSJ* offices about the New York stock exchange, Solomon said.

Before Hours will be distributed by NBC and stations will be able to carry the program between 5:45 a.m. and 6:45 a.m., Solomon said, adding that he did not yet know the program's station clearance. *Before Hours*, which Solomon said will be produced as a live show (with some taped inserts), will have reports gathered by *WSJ* reporters, NBC News and the program's own reporters. It will be anchored by *Sunrise* reporter Bob Jamieson, with Joe Witte, *Sunrise* weather reporter, doing the *Before Hours* weather reports.

sions about a possible spin-off series from *Hill Street* involving the Norman Buntz character, and a spin-off for Scott Valentine, who appears on *Family Ties*, he added. Additionally, Tartikoff said, Susan Harris may create a second series for the network in addition to *The Golden Girls*.

Tartikoff endorsed the performance of *St. Elsewhere*, saying he is "quite happy" with its 24 share to date and would be inclined to renew it if it remains at the same viewing levels. The award-winning series has suffered, he said, because it has not had a competitive lead-in. Tartikoff said he hoped to remedy the situation with the introduction of *The Tortellis*, a *Cheers* spinoff.

NBC will remain committed to giving series such as *Easy Street* and *Valerie* a chance to develop an audience. "We have the whole rest of the season to either fix that situation on Sunday night or get those two shows placed somewhere else," he said. If Steven Spielberg's *Amazing Stories* does not improve now that *Monday Night Football* is over, he said, the network will give it a tryout somewhere else on the schedule in March or April. And Tartikoff said he is hopeful *Our House* will find a bigger audience when football ends. *Crime Story*, he said, "now shows lots of life on Friday night."

Tartikoff's juggling act with the prime time schedule became a bit tougher when Grossman canceled the news magazine series *1986*. "I was caught by surprise because in all the discussions that I was privy to regarding *1986*, the discussion of taking it off the air never came up," he said. His immediate concern is to fill the holes in the schedule. But with *Remington Steele* on hand throughout February, *Hill Street Blues* likely moving to 10 p.m. Tuesday, and the second wave of midseason replacements available for 9 p.m. Tuesday, Tartikoff said the situation appeared to be under control.

While NBC has been reluctant to clone popular series in the past, Tartikoff said the Lisa Bonet spin-off from *The Cosby Show* will be on the schedule next fall, possibly on Thursday nights. Members of the Cosby cast will make guest appearances since that series' summer production schedule will not conflict with the new show.

On the daytime schedule, NBC is also considering scheduling *Today* in a portion of the five-hour Saturday morning daypart (see story, page 128), which the network has dominated since the advent of *The Smurfs* five years ago. But Tartikoff said there is another significant factor at work on Saturday mornings—network audience erosion, a problem he blames on "the proliferation of a lot of syndicated...toy-driven programing." As an example, he cited November 1980, when the network was in third place and had about a 20 share on Saturday mornings. "This past November, we had almost an identical share on that given week and we were in first place," said Tartikoff, who added that the network was "very seriously" considering getting out of the cartoon business.

With four of the top five Saturday morning shows, he said NBC is not ready to abandon children's programing yet. "All we're doing now is a very healthy re-examination—not taking anything for granted," he said.

The move to put *Today* on both Saturday and Sunday mornings could result in in-

CBS wins the week, stopping NBC's streak

CBS won week 15 of the 1986-87 season and brought NBC's winning streak to a halt at 14 weeks. For week ended Jan. 4, according to the Nielsen numbers, CBS pulled a 16.8/26.7, edging NBC (16.3/26) while ABC scored a 13.0/20.7. CBS also won the evening news race with a 13.7/23, over NBC's 12.2/21 and ABC's 10.9/19.

For the week, NBC won Thursday, Friday and Saturday. CBS took Monday and Sunday, leaving ABC with Tuesday and Wednesday.

ABC took Tuesday with a rack of repeats, averaging an 18.6/30.3 over NBC's 12.5/20.3 and CBS's 11.2/18.3. The final broadcast of the news magazine, *1986*, scored a 12.1/21, 1.6 rating points and 3 share points above its season-to-date average of 10.5/18.

It was a night of football on NBC Thursday. The conclusion of the Rose Bowl game (8-8:23 p.m.) averaged a 23.3/35, while the Orange Bowl, which ran for the balance of the night, averaged a 16.0/25. CBS averaged a 17.5/26.6. ABC ran original episodes of *Our World*, *The Colbys* and *20/20* and averaged an 11.7/17.9.

Friday's broadcast of the Fiesta Bowl took up the entire evening for NBC, ranking third for the week, and gave the network the evening win. CBS's lineup brought in an 18.0/27.0 average, while ABC's lineup pulled in an 11.8/17.8.

Sunday went to CBS, which aired part one of *At Mother's Request* from 9 to 11 p.m. and earned a 23.3/35 for the two hours. NBC's repeat of "Rambo: First Blood" scored a 16.4/25. ABC ran the comedy "All of Me," starring Lily Tomlin and Steve Martin, and averaged a 14.4/21.

Rank	Show	Network	Rating/Share
1.	Murder, She Wrote	CBS	27.0/40
2.	Golden Girls	NBC	27.0/41
3.	Fiesta Bowl	NBC	25.1/38
4.	Sunday Movie	CBS	23.3/35
5.	60 Minutes	CBS	23.1/34
6.	Growing Pains	ABC	21.6/34
7.	Dallas	CBS	21.8/32
8.	Who's the Boss?	ABC	21.7/34
9.	Moonlighting	ABC	21.6/34
10.	Amen	NBC	20.6/33
11.	Knots Landing	CBS	18.8/30
12.	My Sister Sam	CBS	18.5/29
13.	227	NBC	18.4/29
14.	Newhart	CBS	18.3/28
15.	Outlaws	CBS	18.2/29
16.	Kate & Allie	CBS	18.0/28
17.	Hunter	NBC	17.8/31
18.	Falcon Crest	CBS	17.4/27
19.	NFL playoff post-game	NBC	17.1/27
20.	Simon & Simon	CBS	17.0/25
21.	Designing Women	CBS	16.8/25
22.	Charlie Brown Special	CBS	16.6/25
23.	Sunday Night Movie	NBC	16.4/25
24.	Facts of Life	NBC	16.3/26
25.	Orange Bowl Game	NBC	16.0/25
26.	Disney Sunday Movie	ABC	15.3/22
27.	ALF	NBC	15.2/24
28.	Cavanaughs	CBS	14.0/24
28.	Saturday Movie	CBS	14.8/24
30.	Scarecrow & Mrs. King	CBS	14.7/22
31.	Sunday Night Movie	ABC	14.4/21
32.	Mr. Belvedere	ABC	14.2/21
33.	20/20	ABC	13.8/22
34.	Dynasty	ABC	13.7/26
35.	Orange Bowl Parade	NBC	13.4/24
35.	Monday Night Movies	NBC	13.4/22
37.	Webster	ABC	13.3/20
38.	Monday Night Movie	ABC	13.2/21
39.	Perfect Strangers	ABC	12.9/23
40.	Head of the Class	ABC	12.8/23
41.	Cagney & Lacey	CBS	12.7/21
41.	A Team Special	NBC	12.7/20
41.	Amazing Stories	NBC	12.7/20
44.	Hill Street Blues	NBC	12.6/20
45.	Jack & Mike	ABC	12.5/22
46.	Equalizer	CBS	12.4/26
46.	Magnum P.I.	CBS	12.4/23
48.	Our House	NBC	12.1/18
48.	1986	NBC	12.1/21
50.	Colbys	ABC	11.9/18
50.	Mike Hammer	CBS	11.9/21
50.	Valerie	NBC	11.9/17
53.	Dads	ABC	11.6/17
54.	Hotel	ABC	11.3/24
55.	Tuesday Movie	CBS	11.2/19
56.	Wizard	CBS	11.1/17
56.	Gimme A Break	NBC	11.1/20
58.	Starman	ABC	10.7/17
59.	Sidekicks	ABC	10.5/17
60.	Gungho	ABC	10.1/16
61.	Our World	ABC	9.5/14
62.	You Again?	NBC	9.4/18
63.	Whatta Year...1986	ABC	9.1/14
63.	Spenser: For Hire	ABC	9.1/16
65.	Sledge Hammer	ABC	9.0/14
66.	Heart of the City	ABC	8.7/14
67.	St. Elsewhere	NBC	7.8/16

*Indicates premiere episode

97.1 mhz; 50 kw; HAAT: 492 ft. Address: 7-B Peachtree Rd., Nashville, Tenn. 37210. Principal is owned by Cornelia L. Young and 18 others. It has no other broacast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—James Taylor Broadcasting of Tenn. seeks 97.1 mhz; 50 kw; HAAT: 491.6 ft. Address: 35102 Center Ridge Rd., North Ridgeville, Ohio 44035. Principal is owned by James Taylor, Vetrel E. Smith and A. Wray Fitch. Taylor owns WJTB(AM) North Ridgeville, Ohio. Filed Dec. 17.

Facilities Changes

Applications

AM's

Tendered

■ WQRX (870 khz) Valley Head, Ala.—Seeks CP to increase power to 10 kw and make changes in ant. sys. Filed Dec. 31.

■ KDCE (970 khz) Espanola, N.M.—Seeks CP to change freq. to 950 khz and increase power to 4.2 kw. Filed Dec. 31.

FM's

Tendered

■ *WVID (90.3 mhz) Anasco, P.R.—Seeks CP to change TL; change ERP to 14.5 kw; change HAAT to 993.8 ft. Filed Jan. 5.

Accepted

■ WKRG-FM (99.9 mhz) Mobile, Fla.—Seeks mod. of CP to correct overall height of structure. Filed Jan. 5.

■ KZBQ-FM (93.7 mhz) Pocatello, Idaho—Seeks mod. of CP to change HAAT to 954.5 ft. Filed Jan. 5.

■ WCYT (96.7 mhz) Rochester, N.H.—Seeks CP to change HAAT to 328 ft. Filed Jan. 5.

■ WRQF (93.5 mhz) Bowling Green, Ohio—Seeks mod. of CP to change TL; change ERP to 2 kw and change HAAT to 400 ft. Filed Jan. 5.

■ WRKZ (106.7 mhz) Hershey, Pa.—Seeks CP to change ERP to 11.2 kw and change HAAT to 928 ft. Filed Jan. 5.

Actions

AM's

■ WINY (1350 khz) Putnam, Conn.—Granted app. to increase power to 5 kw. Action Dec. 22.

FM's

■ KNTI (99.5 mhz) Lakeport, Calif.—Granted app. to change TL; change ERP to 2.4 kw and change HAAT to 1,920 ft. Action Dec. 22.

■ WEBE (107.9 mhz) Westport, Conn.—Granted app. to make changes in ant. sys. Action Dec. 23.

■ *WOUI (88.9 mhz) Chicago—Dismissed app. to change TL. Action Dec. 18.

■ *WNIU (89.5 mhz) Dekalb, Ill.—Granted app. to make changes in ant. sys. Action Dec. 22.

■ WKJM (95.3 mhz) Monticello, Ind.—Granted app. to change ERP to 1.15 kw. Action Dec. 23.

■ KVSV-FM (105.5 mhz) Beloit, Kan.—Granted app. to change ERP to 3 kw. Action Dec. 23.

■ WBAQ (97.9 mhz) Greenville, Miss.—Returned app. to change TL; change ERP to 24.5 kw and change HAAT to 492 ft. Action Dec. 23.

■ WMOU (103.7 mhz) Berlin, N.H.—Returned app. to change TL; change ERP to 23 kw and change HAAT to 3,827.7 ft. Action Dec. 24.

■ WTHP (98.3 mhz) Thomasville, N.C.—Granted app. to change TL. Action Dec. 23.

■ *WKCL (91.5 mhz) Ladson, S.C.—Granted app. to change TL; change ERP 11.25 kw and change HAAT to 306 ft. Action Dec. 29.

■ *WUOT (91.9 mhz) Knoxville, Tenn.—Granted app. to change ERP to 97.8 kw and change HAAT to to 1,579.6 ft. Action Dec. 30.

■ KAEZ (95.3 mhz) Gilmer, Tex.—Granted app. to make changes in ant. sys. Action Dec. 30.

■ KITY (92.9 mhz) San Antonio, Tex.—Granted app. to change TL; change HAAT to 1,015.8 ft.; and make changes in ant. sys. Action Dec. 23.

TV

■ *WNEQ-TV Buffalo, N.Y.—Granted app. to change ERP to 957 kw vis. and change HAAT to 1,030 ft. Action Dec. 30.

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Vice President
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Teletech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
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• Facility Design and Construction
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KENNETH W. HOEHN
(313) 562-6873
23400 Mich. Ave.
Dearborn, MI 48124

DON'T BE A STRANGER
To Broadcasting's 191,781* Readers Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers.
*1982 Readership Survey showing 5.2 readers per copy.

Summary of broadcasting as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.